



Creating An Active America, Together



[Insert Organization and/or Presenter Name]

[Insert Date]



Too few Americans get the Recommended Amount of Physical Activity



About **31 million** adults aged 50 or older are inactive, meaning they get no physical activity beyond that of daily living.



Only 1 in 4

adults fully meet physical activity guidelines for aerobic and muscle-strengthening activities.



Many Americans Do Not Have Safe or Convenient Places To Be Active



Only **39%** of the U.S. population lives within half a mile of a park

Only **40%** of school-aged youth who live a mile or less from school report that they usually walk to school





Inadequate Physical Activity and Obesity Costs Lives And Dollars

Inactivity contributes to

1 in 10

premature deaths.



Inadequate levels of physical activity are
associated with

\$117 billion

in annual
healthcare costs





And Yet... Physical Activity Is One of the Best Things You Can Do to Improve Your Health

Benefits for Children

- Improves aerobic fitness, muscular fitness, and bone health
- Promotes favorable body composition
- Improves attention and some measures of academic performance (with school physical activity programs)



Benefits for Adults

- Lowers risk of high blood pressure and stroke
- Improves aerobic fitness, mental health, and cognitive function
- Reduces arthritis symptoms
- Prevents weight gain



Benefits for Healthy Aging

- Reduces risk of falling
- Improves balance and joint mobility
- Extends years of active life
- Helps prevent weak bones and muscle loss
- Delays onset of cognitive decline





Highlights from the *Physical Activity Guidelines*, 2nd Edition

Health benefits of physical activity not previously included:

- Improved bone health and weight status for children ages 3 to 5
- Improved cognitive function for children ages 6 to 13
- Improved quality of life and sleep for adults
- Decreased risk of certain cancers, dementia, and excessive weight gain for adults
- Reduced feelings of anxiety and depression in adults





What if I Told You We Could Help...



**Reduce
healthcare
spending**



**Reinvigorate
local
economies**



**Improve
military
readiness**

By working together on Active People, Healthy NationSM?

A national initiative led by CDC to help

27 million Americans

become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.





How Does 27 Million Break Down?

Move 25 million adults
to more physical activity





How Does 27 Million Break Down? (cont.)

Move 2 million youth
to meeting the aerobic guideline by
being physically active for at least 60
minutes every day





Strategies That Work to Promote Physical Activity





A National Movement



EQUITABLE AND INCLUSIVE ACCESS



How We Are Partnering to Support Active People, Healthy NationSM

We are supporting inclusive physical activity efforts across sectors by leveraging the collective strengths of our national partners.

- Public Health
- Transportation
- Land Use and Community Design
- Military Communities
- Education
- Faith-Based Settings
- Healthcare
- Community, Recreation, Fitness, and Parks
- Volunteer and Nonprofit Organizations
- Business and Industry
- Sport
- Worksites
- Media





Strategies That Work to Promote Physical Activity



■ Activity-Friendly Routes to Everyday Destinations

- Complete Streets policies
- Zoning policies
- Comprehensive or Master plans
- Safe Routes



■ Access to Safe Places for Physical Activity

- Shared-use agreements
- Worksite facilities and policies
- Parks and recreation centers



■ School and Youth Programs

- Comprehensive physical education
- Opportunities to be active before, during, or after school



Strategies That Work to Promote Physical Activity (cont.)



■ **Community-Wide Campaigns**

- Events combined with multi-channel messaging



■ **Social Supports**

- Walking or other activity groups
- Groups that support people with disabilities or chronic conditions



■ **Individual Supports**

- Peer or professional support
- Technology



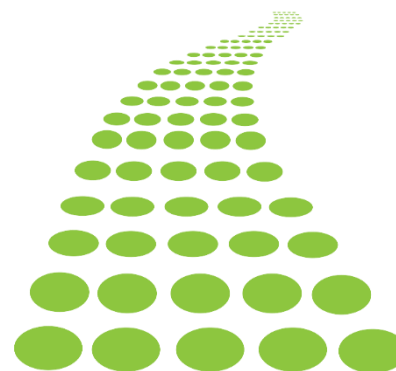
■ **Prompts to Encourage Physical Activity**

- Point-of-decision signage



What You Can Do to Help Build the Momentum

- **Plan & implement** active-friendly routes to everyday destinations
- **Create places** for [INSERT SPECIFIC ACTIONS]
- **Build support among** [INSERT SPECIFIC PARTNER GROUPS]
- **Promote** [INSERT SPECIFIC ACTIONS]
- **Share messages** that encourage physical activity across the lifespan
- **Include Active People** design, hashtags, etc. in own and partner outreach





Active People, Healthy NationSM



Creating an Active America, Together!



Questions?



Let's Stay Connected

Visit us online at:



cdc.gov/physicalactivity/ActivePeopleHealthyNation



Facebook.com/CDCEatWellBeActive



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Hashtag: #ActivePeople

E-mail us at ActivePeople@cdc.gov